

December/January XX, 2017/18

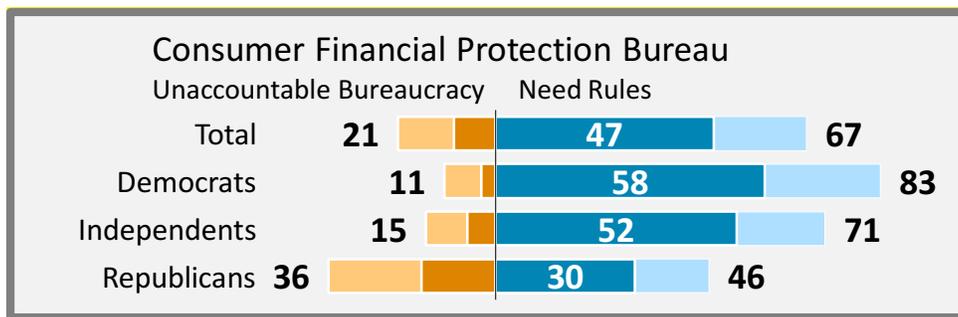
To: Interested Parties

From: Lake Research/Global Strategy Group

Re: Debate on CFPB favors agency supporters

Summary: A debate over the Consumer Financial Protection Bureau, forced by its director's resignation and Trump's attempt to plant a White House official at the agency, creates a political dynamic favorable for the agency's supporters. What the Trump administration is trying to do in this very moment –change CFPB with an eye toward less regulation of Wall Street – is exceedingly unpopular.

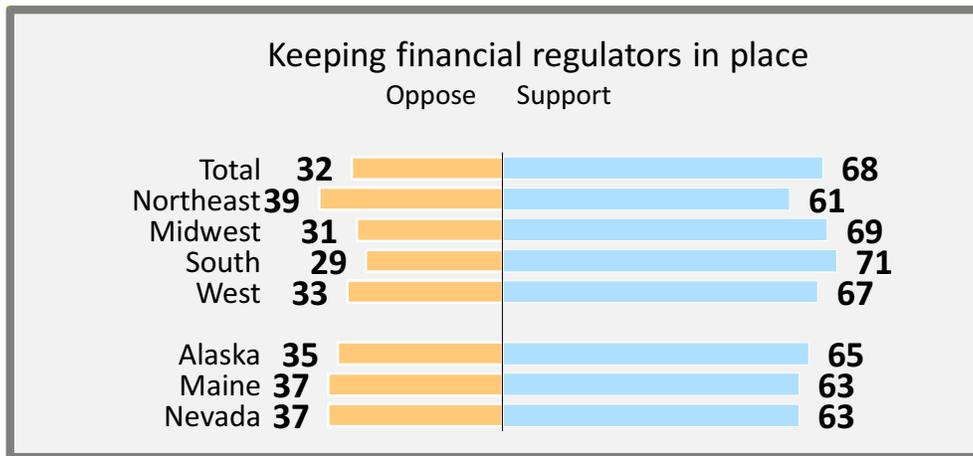
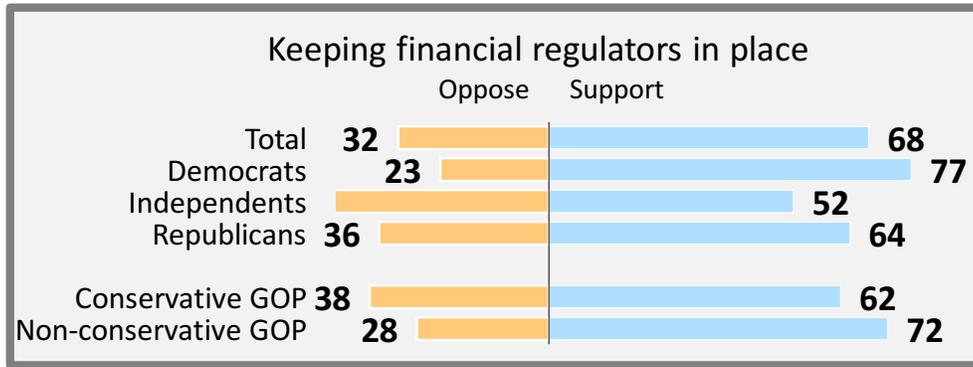
We presented voters with an argument advocating for the CFPB that echoes other widely-supported government regulations that protect consumers like food and appliances, against a strong counter-argument -- the sort that Mick Mulvaney would make -- that the CFPB is an unaccountable bureaucracy and an example of job-killing big government.



A strong majority (67%) of Americans continue to side with the CFPB. Support is highest among Democrats, who reach 83% support, but a substantial majority of independents (71%) and a plurality of Republicans (46%) are also in support.

([Source](#): Lake Research Partners for Americans for Financial Reform and the Center for Responsible Lending)

The public wants financial regulators left in place. The financial crisis and subsequent recession were a searing experience for American families, and they place the blame to a great extent on Wall Street.



While support for existing regulators is driven by Democrats, a nearly two-thirds majority of Republicans feels the same way. This true even of conservative Republicans, and across regions and battleground states.

([Source](#): Global Strategy Group for Allied Progress)

Conclusion: The Trump administration's effort to dismantle from within a government agency whose sole focus is protecting consumers from misdeeds by Wall Street and other financial predators risks alienating voters across the political spectrum.